



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

Pol/R Casey/D/US Senate (16759)
Shorr & Associates (2909)
D'ETTORRE, MICHAEL
Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Political - Federal Candidate (1067)
POL/R CASEY/D/SEN/PA (134170)
National/Political
/06334717

Invoice 631097
Inv Date 9/30/2012
Terms Net 30
Contract 332908
Bill Type Standard
Period 8/27/2012 - 9/30/2012

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

BOB CASEY 9/25
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/1/2012 10:58:37AM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks: TODAY 7-8A/1								
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	09/25/12 7:29AM (Tu)	00:30	Today Show	BCTV1203H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	09/26/12 7:27AM (We)	00:30	Today Show	BCTV1203H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	09/27/12 7:27AM (Th)	00:30	Today Show	BCTV1201H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	09/28/12 7:30AM (Fr)	00:30	Today Show	BCTV1203H	\$850.00	
3.0	Contract Line Remarks: TODAY 8-9A/3								
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	09/25/12 8:43AM (Tu)	00:30	Today Show	BCTV1201H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	09/26/12 8:36AM (We)	00:30	Today Show	BCTV1201H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	09/27/12 8:27AM (Th)	00:30	Today Show	BCTV1203H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	09/28/12 8:28AM (Fr)	00:30	Today Show	BCTV1201H	\$800.00	
5.0	Contract Line Remarks: NEWS 6-7A/5								
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	09/25/12 6:12AM (Tu)	00:30	Channel 11 News 6am	BCTV1203H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	09/26/12 6:12AM (We)	00:30	Channel 11 News 6am	BCTV1201H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	09/27/12 6:07AM (Th)	00:30	Channel 11 News 6am	BCTV1203H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	09/28/12 6:27AM (Fr)	00:30	Channel 11 News 6am	BCTV1201H	\$1100.00	
7.0	Contract Line Remarks: JUDY 4-430P/7								
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	09/25/12 4:26PM (Tu)	00:30	JUDGE JUDY 4P	BCTV1203H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	09/26/12 4:11PM (We)	00:30	JUDGE JUDY 4P	BCTV1203H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	09/27/12 4:25PM (Th)	00:30	JUDGE JUDY 4P	BCTV1201H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	09/28/12 4:10PM (Fr)	00:30	JUDGE JUDY 4P	BCTV1203H	\$550.00	
9.0	Preempt			09/29/12			1 preempt @ \$850.00	\$0.00	Pre-empt
10.0	Contract Line Remarks: JEOP 7-730P/10								
	Spot	6:59:29PM-Jeopardy	Per week (2), Tu, We, Th	09/26/12 7:13PM (We)	00:30	Jeopardy	BCTV1201H	\$2200.00	
	Spot	6:59:29PM-Jeopardy	Per week (2), Tu, We, Th	09/27/12 7:13PM (Th)	00:30	Jeopardy	BCTV1203H	\$2200.00	
11.0	Contract Line Remarks: WHEEL 730-8P/11								
	Spot	7:30:04PM-WHEEL C	Day, Tu-1, W-1, Th-1	09/25/12 7:47PM (Tu)	00:30	Wheel Of Fortune	BCTV1203H	\$2200.00	
	Spot	7:30:04PM-WHEEL C	Day, Tu-1, W-1, Th-1	09/26/12 7:41PM (We)	00:30	Wheel Of Fortune	BCTV1203H	\$2200.00	
	Spot	7:30:04PM-WHEEL C	Day, Tu-1, W-1, Th-1	09/27/12 7:48PM (Th)	00:30	Wheel Of Fortune	BCTV1201H	\$2200.00	
12.0	Contract Line Remarks: LATE NEWS/12								
	Spot	10:59:34PM-CHANNE	Per week (2), Tu, We, Th, Fr	09/26/12 11:30PM (We)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1201H	\$2700.00	
	Spot	10:59:34PM-CHANNE	Per week (2), Tu, We, Th, Fr	09/27/12 11:32PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1203H	\$2700.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$29,600.00	Total Spots	23
Commission	(\$4,440.00)		
Net Total	\$25,160.00		